

AMENDMENTS TO THE CLAIMS

1 1. (Currently Amended) A method of developing user context from user
2 Web session data that includes nonlinear site flow events, the method comprising:
3 (a) detecting a nonlinear site flow event in the user session data by identifying in
4 the user session data an indication of the nonlinear site flow event;
5 (b) determining which, if any, information associated with the nonlinear site flow
6 event detected in (a) should be included in the user context; and
7 (c) developing the user context using the information, if any, associated with the
8 nonlinear site flow event determined in accordance with ~~the determination~~
9 in (b).

1 2. (Currently Amended) The method of claim 1 wherein determining which,
2 if any, information associated with the nonlinear site flow event should be included in the
3 user context comprises:
4 determining whether the nonlinear site flow event represents a new user request or
5 a past user request; and
6 developing the user context further comprises:
7 recording data associated with the nonlinear site flow if the nonlinear site flow
8 event is determined to represent a new user request.

1 3. (Original) The method of claim 1 wherein detecting a nonlinear site
2 flow event comprises:
3 receiving a request identifier from a client-side system that provides an identifier
4 for a next expected Web page to be provided by a Web server application;
5 determining whether the request identifier received from the client-side system is
6 the request identifier expected by a server-side system that includes the
7 Web server application.

1 4. (Original) The method of claim 3 further comprising:
2 including a next page request identifier in a query string from a client-side
3 system; and
4 tracking expected next page request identifiers in a server-side system.

1 5. (Original) The method of claim 1 wherein determining which, if any,
2 information associated with the nonlinear site flow event should be included in the user
3 context comprises:
4 storing state data for each batch of user session events;
5 after detecting a nonlinear site flow event, comparing first state data associated
6 with an immediately preceding batch of events with second state data
7 associated with a batch events associated with a page request identifier
8 received from a client-side system;
9 if the first state data matches the second state data, excluding the information
10 associated with the nonlinear site flow event in the user context; and
11 if the first state data does not match the second state data, including the
12 information associated with the nonlinear site flow event in the user
13 context.

1 6. (Original) The method of claim 1 wherein each nonlinear site flow
2 event is associated with a batch of events corresponding to a single user Web session
3 request, the method further comprising:
4 including a nonlinear site flow identifier as a first event in each batch of events
5 associated with a nonlinear site flow event.

1 7. (Original) The method of claim 1 further comprising:
2 repeating (a), (b), and (c) for a plurality of user sessions; and
3 developing a product demand signal from user contexts developed in (c).

1 8. (Currently Amended) A computer ~~program-product~~ programmable
2 medium having instructions encoded therein to direct a processor to ~~perform the method~~
3 ~~of claim 1;~~

- 4 (a) detect a nonlinear site flow event in the user session data by identifying in the
5 user session data an indication of the nonlinear site flow event;
6 (b) determine which, if any, information associated with the nonlinear site flow
7 event detected in (a) should be included in the user context; and
8 (c) develop the user context using the information, if any, associated with the
9 nonlinear site flow event determined in accordance with (b).

1 9. (Currently Amended) The computer ~~program-product~~ programmable
2 medium of claim 8 wherein the computer ~~program-product~~ programmable medium is
3 selected from a set of a disk, tape or other magnetic, optical, or electronic storage
4 medium and a network, wireline, wireless or other communications medium.

1 10. (Currently Amended) A method for detecting nonlinear site flow and
2 developing an accurate user session context, the method comprising:

- 3 (a) receiving Web page requests initiated by a user, wherein the requests each
4 include a respective request identifier that identifies a next page expected
5 to be provided to the user by a Web server application;
6 (b) recording each batch of events associated with each Web page request;
7 (c) tracking a server-side identifier for each batch of events associated with each
8 Web page request;
9 (d) recording a nonlinear site flow event for a batch of events when the request
10 identifier in the Web page request does not correspond to the server-side
11 identifier;
12 [[(d)]] (e) determining which, if any, information associated with the nonlinear
13 site flow event should be included in the user context; and
14 (f) developing the user context using the information, if any, associated with the
15 nonlinear site flow event determined in (c).

1 11. (Currently Amended) The method of claim 10 further comprising:
2 determining whether the nonlinear site flow event represents a new user request or
3 a past user request; and
4 developing the user context further comprises:
5 recording data associated with the nonlinear site flow if the nonlinear site
6 flow event is determined to represent a new user request.

1 12. (Original) The method of claim 10 wherein the Web page request
2 comprises a query string and the request identifier is embedded in the query string.

1 13. (Original) The method of claim 10 wherein determining which, if any,
2 information associated with the nonlinear site flow event should be included in the user
3 context comprises:
4 storing state data for each batch of user session events;
5 after detecting a nonlinear site flow event, comparing first state data associated
6 with an immediately preceding batch of events with second state data
7 associated with a batch events associated with a page request identifier
8 received from a client-side system;
9 if the first state data matches the second state data, excluding the information
10 associated with the nonlinear site flow event in the user context; and
11 if the first state data does not match the second state data, including the
12 information associated with the nonlinear site flow event in the user
13 context.

1 14. (Original) The method of claim 10 further comprising:
2 repeating (a) through (f) to develop a set of user session contexts.
3 developing a product demand signal from the set of user contexts.

1 15. (Currently Amended) A system for developing user session context from
2 user session records that include nonlinear site flow events, the system comprising:
3 a processor; and

4 a memory coupled to the processor and having instructions stored therein and
5 executable by the processor to:
6 (a) detect a nonlinear site flow event in the user session data by identifying
7 in the user session data an indication of the nonlinear site flow
8 event;
9 (b) determine which, if any, information associated with the nonlinear site
10 flow event detected in (a) should be included in the user context;
11 and
12 (c) develop the user context using the information, if any, associated with
13 the nonlinear site flow event determined in accordance with the
14 determination in (b).

1 16. (Original) The system of claim 15 further comprising:
2 one or more server applications to receive user session requests and record a batch
3 of events corresponding to each user session request.

1 17. (Currently Amended) The system of claim 15 wherein ~~determining the~~
2 instructions to determine which, if any, information associated with the nonlinear site
3 flow event should be included in the user context ~~comprises~~ further comprise instructions
4 to:
5 determining determine whether the nonlinear site flow event represents a new
6 user request or a past user request; and
7 the instructions to develop the user context further comprise instructions to:
8 record data associated with the nonlinear site flow if the nonlinear site flow event
9 is determined to represent a new user request.

1 18. (Currently Amended) The system of claim 15 instructions to detect a
2 nonlinear site flow event further comprise instructions to:
3 determining determine whether a request identifier received from a client-side
4 system is the request identifier expected by a server-side system.

1 19. (Original) The system of claim of claim 18 wherein the memory
2 further includes instructions to:
3 include a next page request identifier in a query string from a client-side system;
4 and
5 track expected next page request identifiers in a server-side system.

1 20. (Currently Amended) The system of claim 15 wherein instructions to
2 determine which, if any, information associated with the nonlinear site flow event should
3 be included in the user context comprise instructions to:
4 ~~storing~~ store state data for each batch of user session events;
5 after detecting a nonlinear site flow event, ~~comparing~~ compare first state data
6 associated with an immediately preceding batch of events with second
7 state data associated with a batch events associated with a page request
8 identifier received from a client-side system;
9 if the first state data matches the second state data, ~~excluding~~ exclude the
10 information associated with the nonlinear site flow event in the user
11 context; and
12 if the first state data does not match the second state data, ~~including~~ include the
13 information associated with the nonlinear site flow event in the user
14 context.

1 21. (Original) The system of claim 15 wherein each nonlinear site flow
2 event is associated with a batch of events corresponding to a single user Web session
3 request, and the memory further includes instructions to:
4 include a nonlinear site flow identifier as a first event in each batch of events
5 associated with a nonlinear site flow event.

1 22. (Original) The system of claim 15 wherein the memory further
2 includes instructions to:
3 perform (a), (b), and (c) for a plurality of user sessions; and
4 develop a product demand signal from user contexts developed in (c).

1 23. (Currently Amended) A system for developing user context from user Web
2 session data that includes nonlinear site flow events, the system comprising:
3 means for detecting a nonlinear site flow event in the user session data by identifying
4 in the user session data an indication of the nonlinear site flow event;
5 means for determining which, if any, information associated with the nonlinear site
6 flow event detected in (a) should be included in the user context; and
7 means for developing the user context using the information, if any, associated with
8 the nonlinear site flow event determined in accordance with the means for
9 determining. ~~determination of which, if any, information associated with the~~
10 ~~nonlinear site flow event should be included in the user context.~~